

### Pascack Valley High School

200 Piermont Avenue  
Hillsdale,NJ 07642

### Phone

201-358-7060, x5049

**Save the date!!**

**Ad launch party**

**Thurs., May 30**

**PVHS Media Center Center**

Now in its third year, the AP Language & Composition advertising project aims to put students in the driver’s seat, putting their creativity, writing and speaking skills to the test throughout this rigorous month-long series of performance tasks.

First, students must seek a local business of their choice and ask the client to partner with them for this project.

Then, students gather demographic data and begin to research your competition.

Next, students take the knowledge they have gained through our course concerning persuasion, argument, writing style, diction, tone and visual rhetoric to create original print advertisements and thirty-second commercial spots for your business.

Finally, students will present their advertising strategies and reveal their advertisements to you at our ad launch party!

## It’s free!

## Students know students

## (who can patronize your business)!

### Web

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# In the News: Pascack Valley High School’s Advanced Placement students to create original advertisements for local businesses as part of a hands-on culminating learning experience for the course.

Let us advertise your business for you!

# Pascack Valley High School AP Language & Composition

Why?